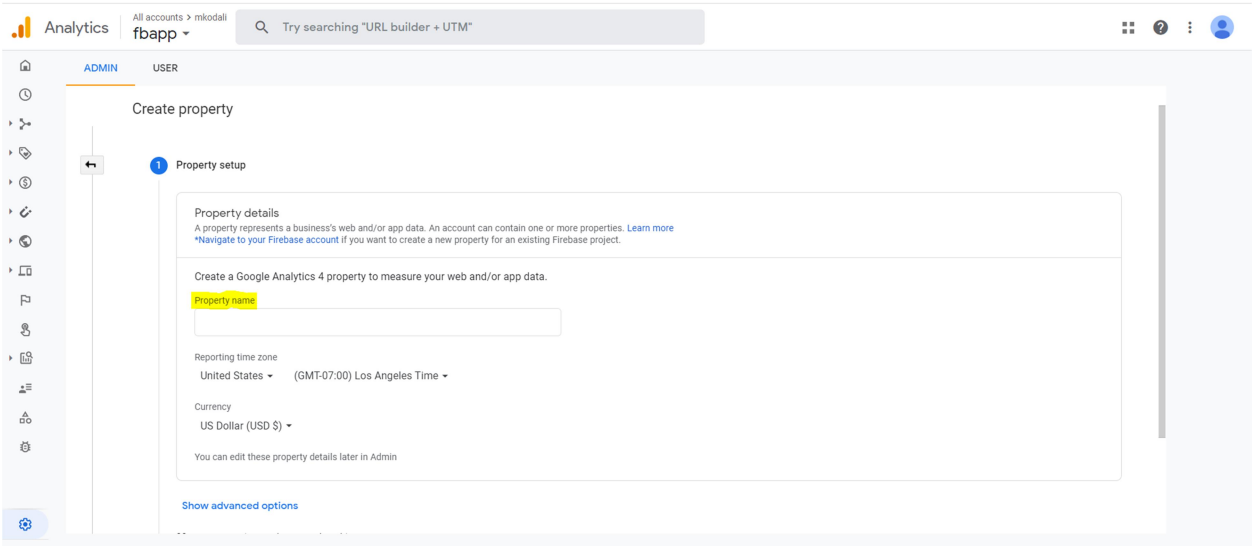
Section 1= GOOGLE CLOUD ANALYTICS

Client-Side Implementation:

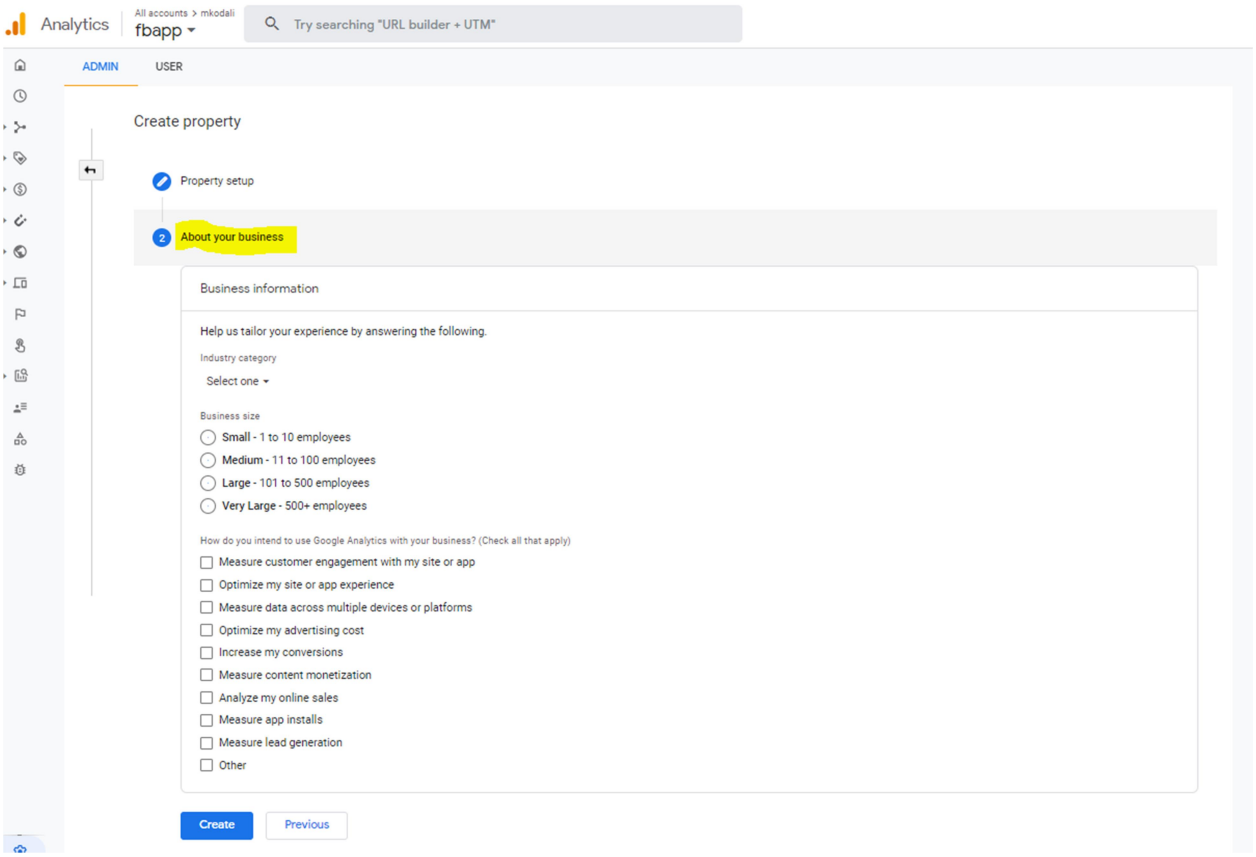
Step 1: Need to Sign in to google analytics from “analytics.google.com”

Step 2: Here we need to create an Admin proceed to Property Creation

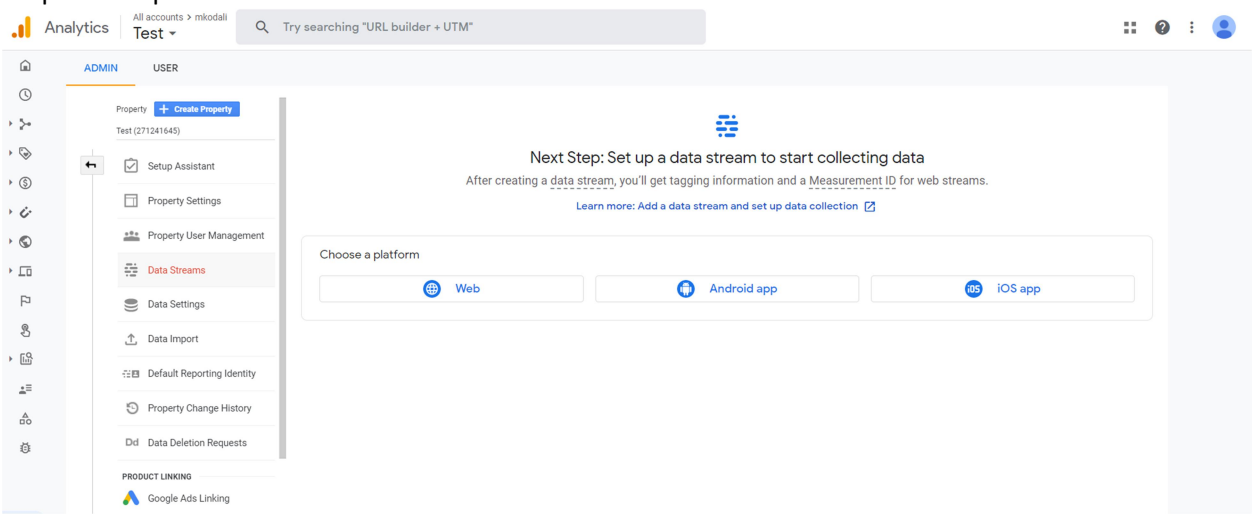
Step 3: Property Creation – Fill Property Name field



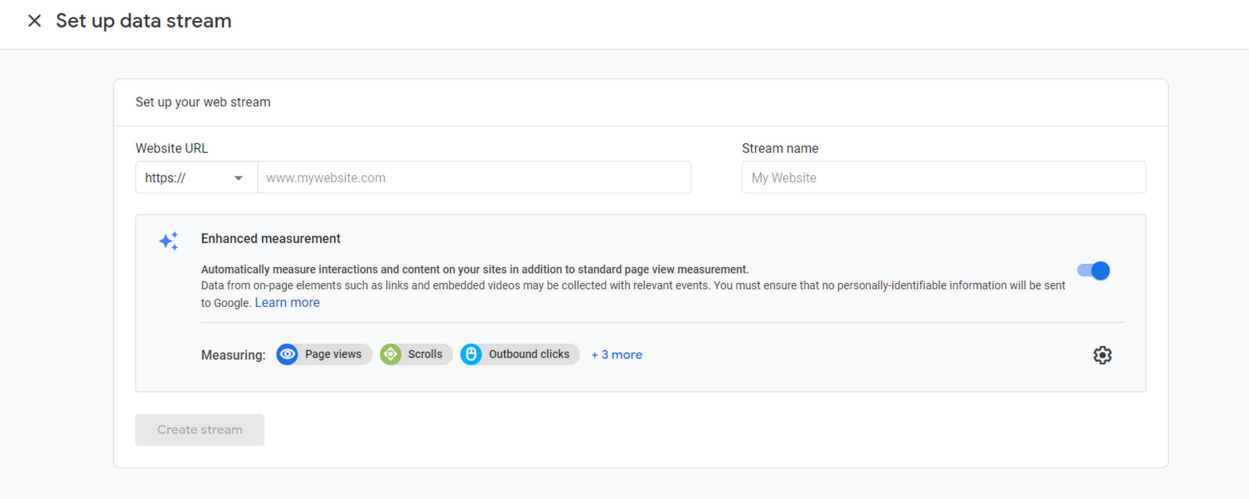
Step 4: Add Business Information Details



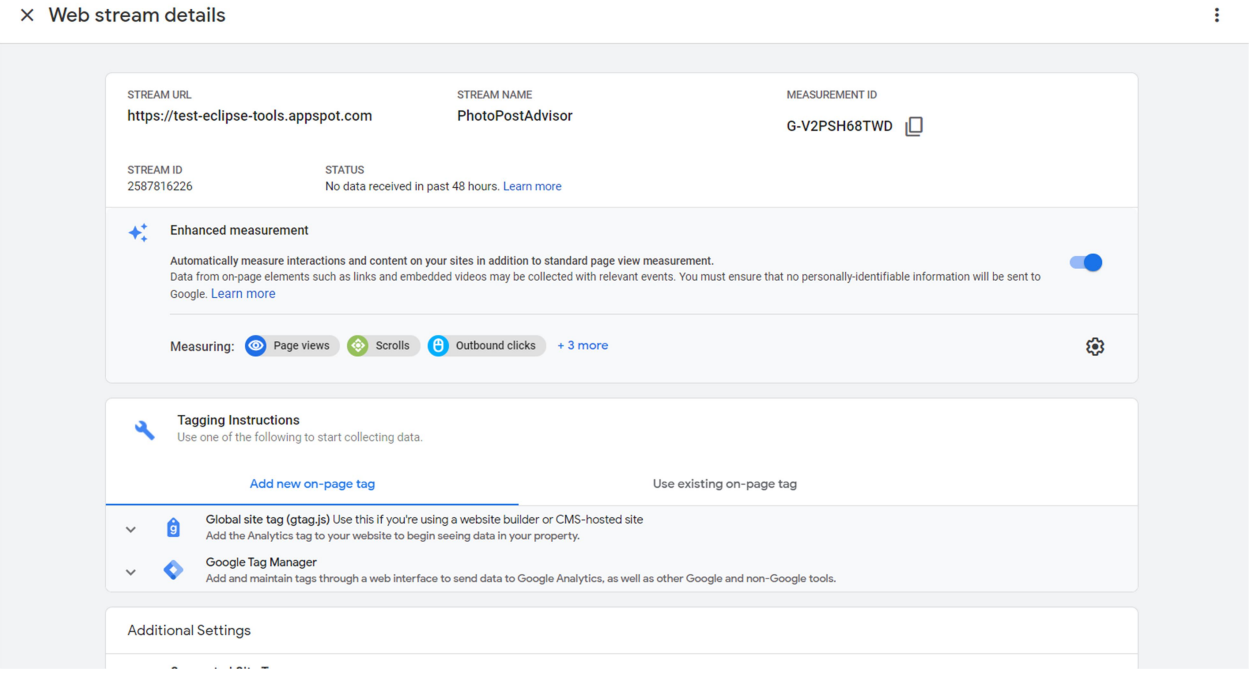
Step 5: Set up data stream



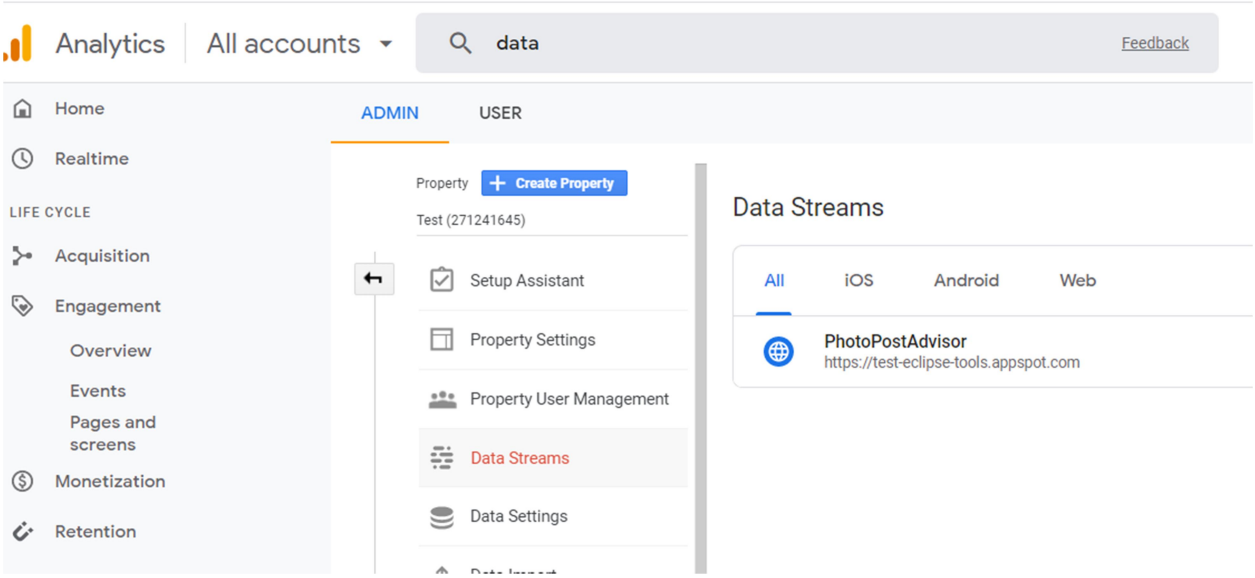
Step 6: Give the Website URL and Stream Name



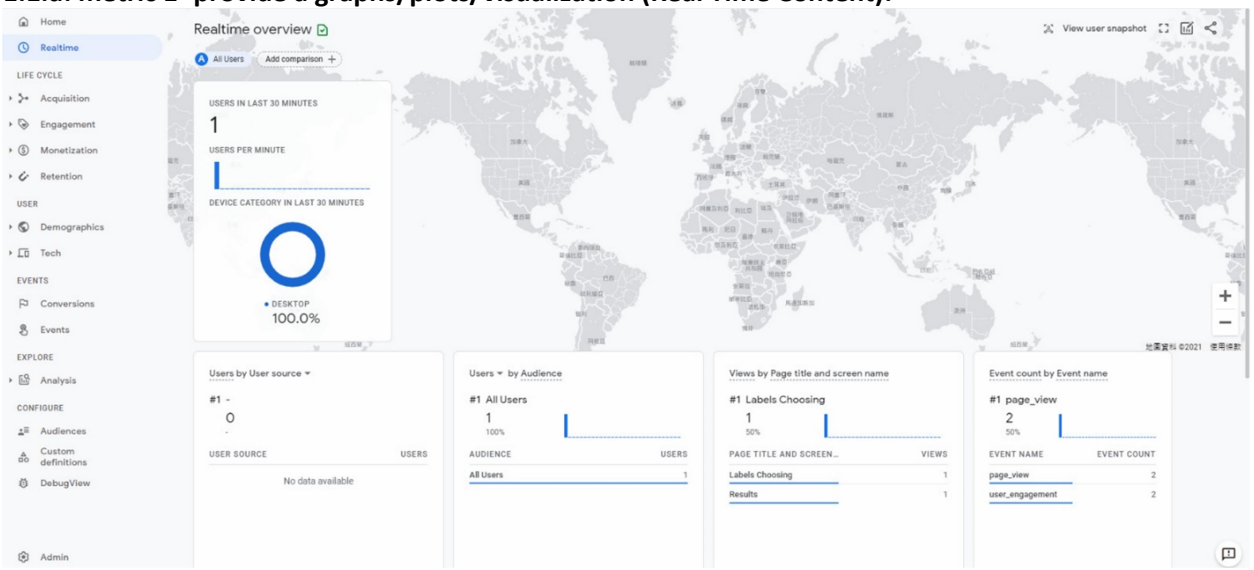
Step 7: Populates the Web stream details



After creation we can see the property details under the data streams section:



1.1.a: metric 1- provide a graphs/plots/visualization (Real Time Content):



1.1.b: Interpret the metric 1's trend:

Above Metric gives us the information about the number of users active at that moment.
Categorization of devices can also be seen but in our case, you can see hundred percentage was given to desktop as no other was being used at that moment.
Details about the active page views under the section Event_name and Event_count.
All this real-time data can be especially useful in analyzing data and any kind of report generation.

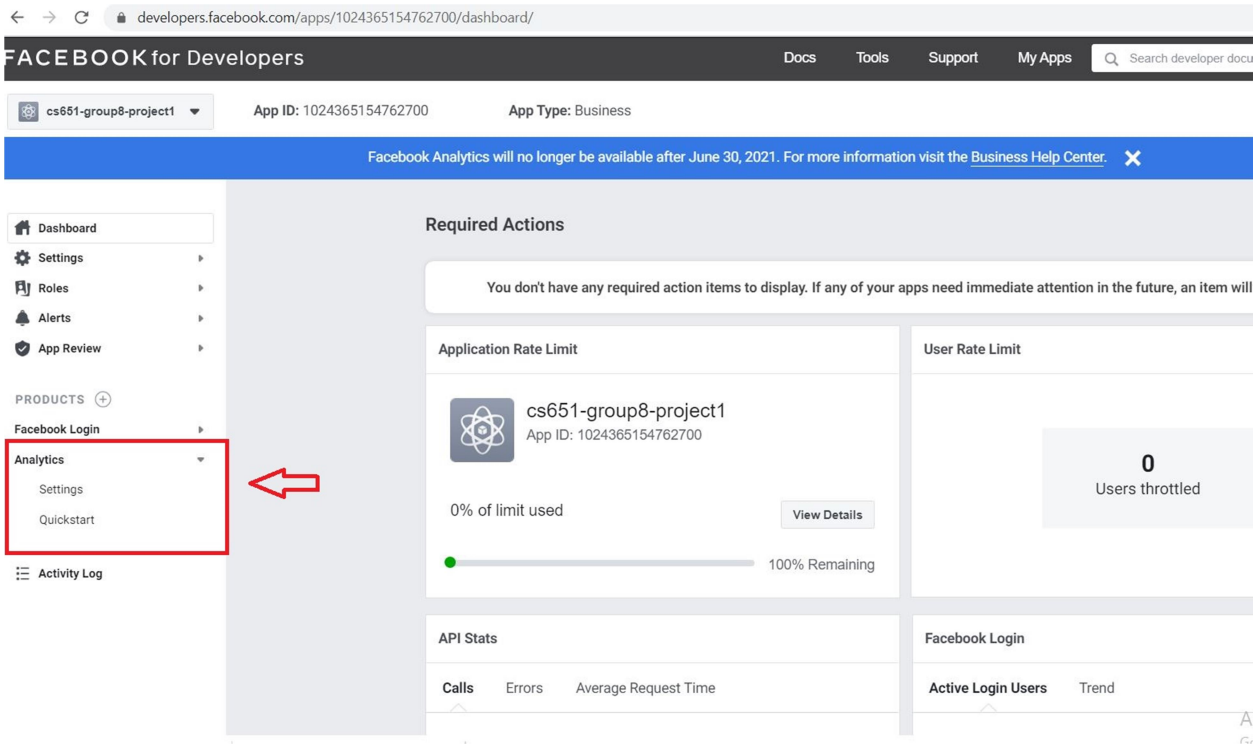
1.1.c: limitations of metric:

Accurate Real time data updating can be a drawback when the number of users is high in number.

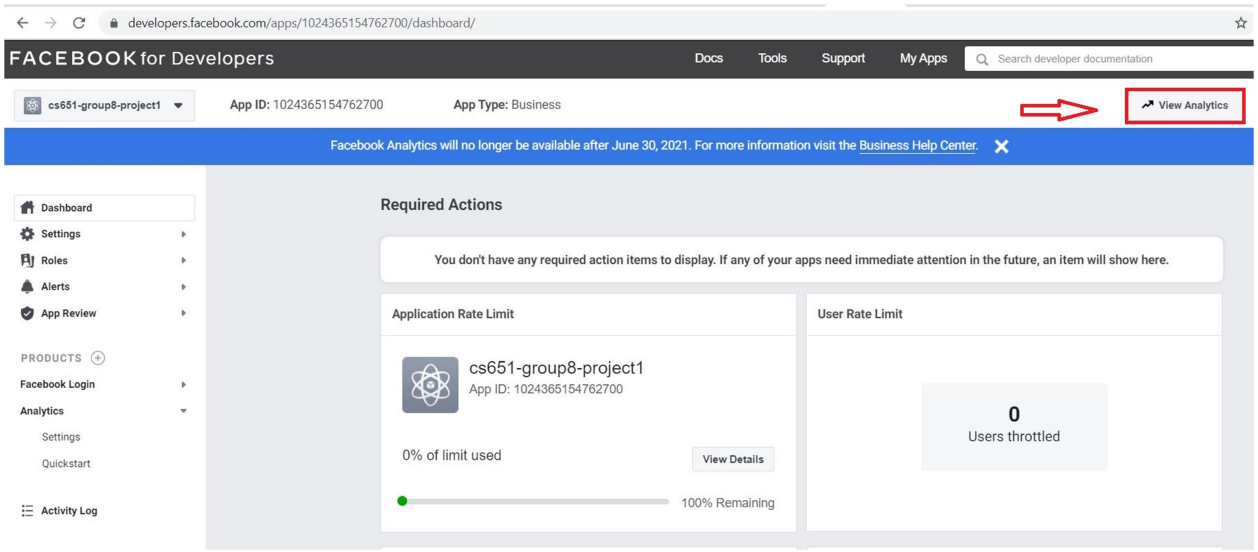
Section 2= Facebook Analytics

Facebook Analytics is a free analytics tool that you can access from your browser or the Facebook Analytics mobile app. You can use Facebook Analytics to understand how people interact with your website, Facebook Page, app or other supported event source.

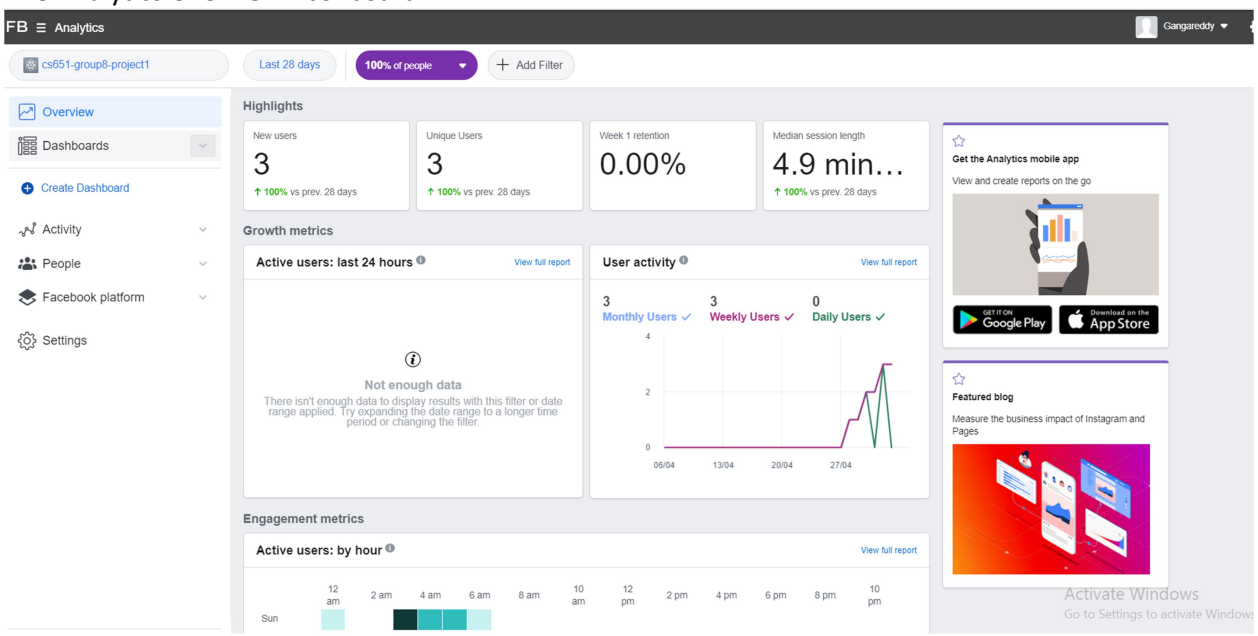
We have added Facebook Analytics product to our facebook app (cs651-group8-project1)



We can view Analytics by clicking on view analytics tab:

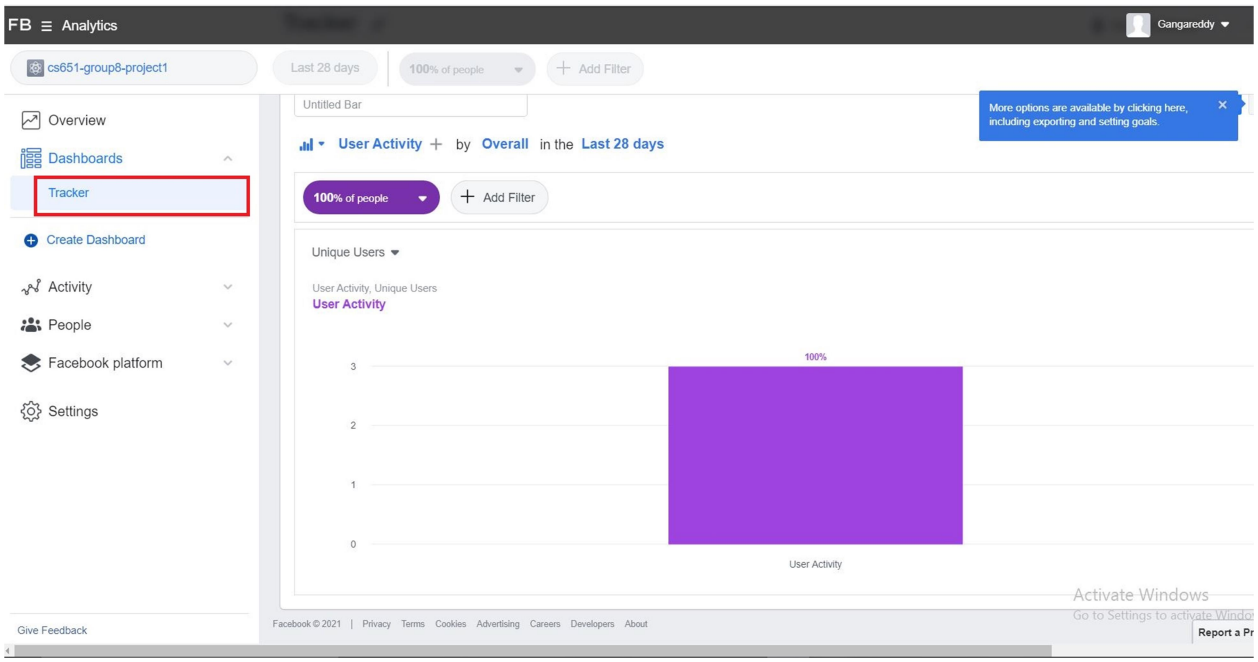


The Analytics Overview Dashboard:

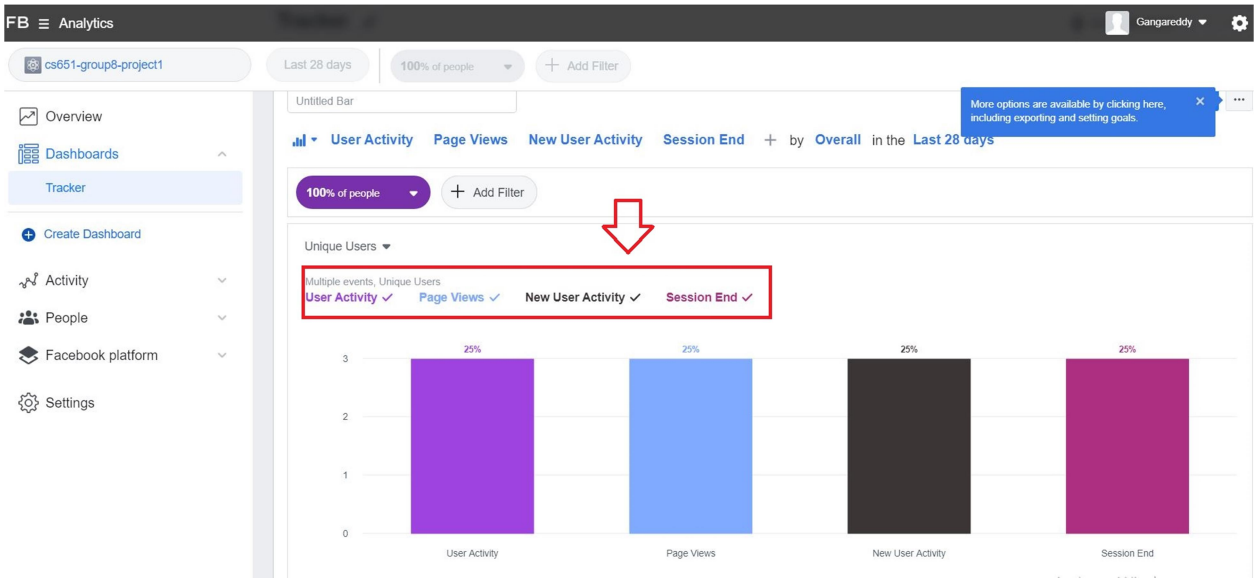


We have created a dashboard called **Tracker** and chosen to present the user activity in the bar format.

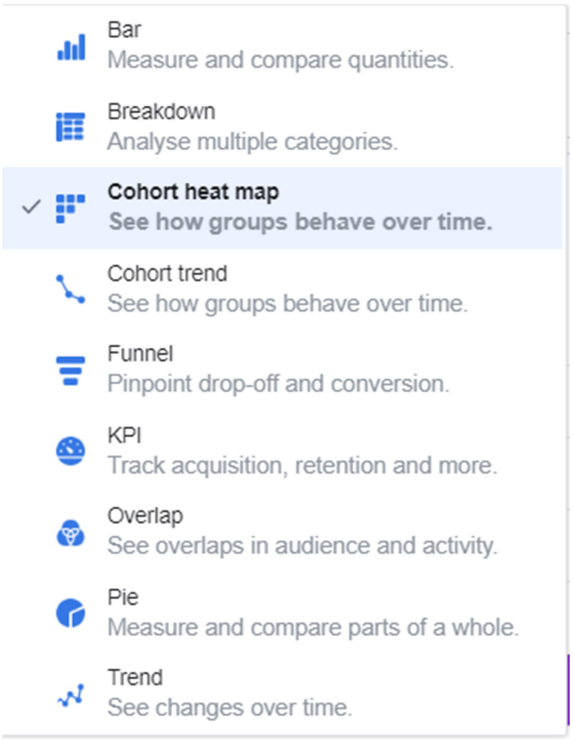
Here is the screenshot of the output we got



We have also added different fields like Page views,New User Activity ,Session End and compared the performance of the application.



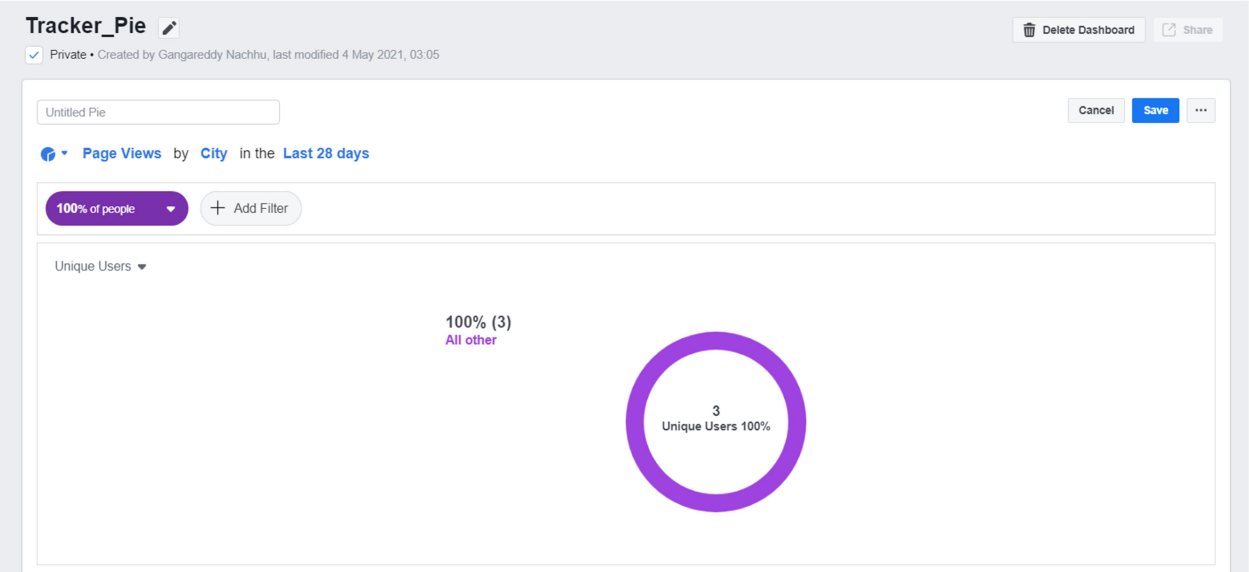
We have analyzed the application using different kind of plottings
Here are the list of the categories we used for analyzing the data.



Graph representation of the data

Metric 1- Growth Metrics-> Unique Users : Last 28 days->Unique User 2.1.a: metric 1- provide a graphs/plots/visualizations:

We have created a custom dashboard called Tracker_Pie and presented the unique users who visited the page in last 28 days.



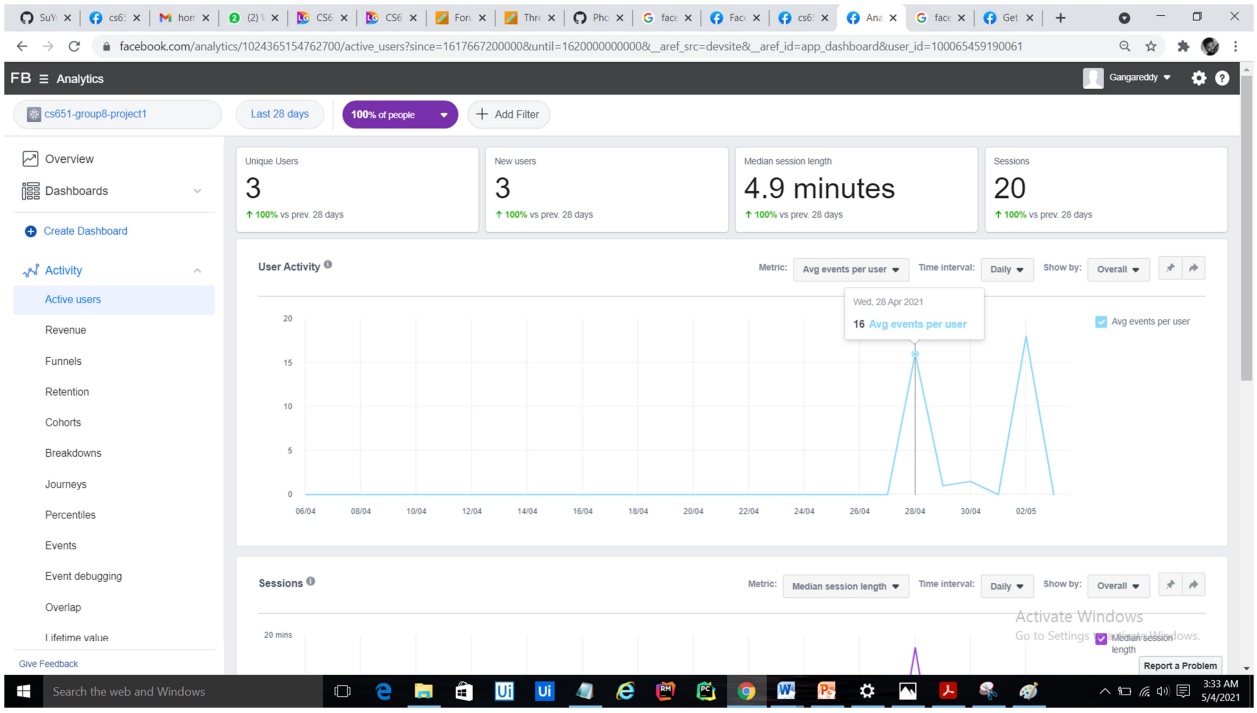
2.1.b: Interpret the metric 1's trends:

The above view shows the unique users who visited the page in last 28 days.

2.1.c: limitations of metric 1:

This metric does not provide knowledge about the time range unique users are using this app the most. Some people just open the app and does not fully utilize the functioning of the app which is why we cannot accurately estimate the number of unique users who are currently active.

Metric 2- Metric : Avg Events Per user : 2.2.a: metric 2- provide a graphs/plots/visualizations:



2.2.b: Interpret the metric 2's trends:

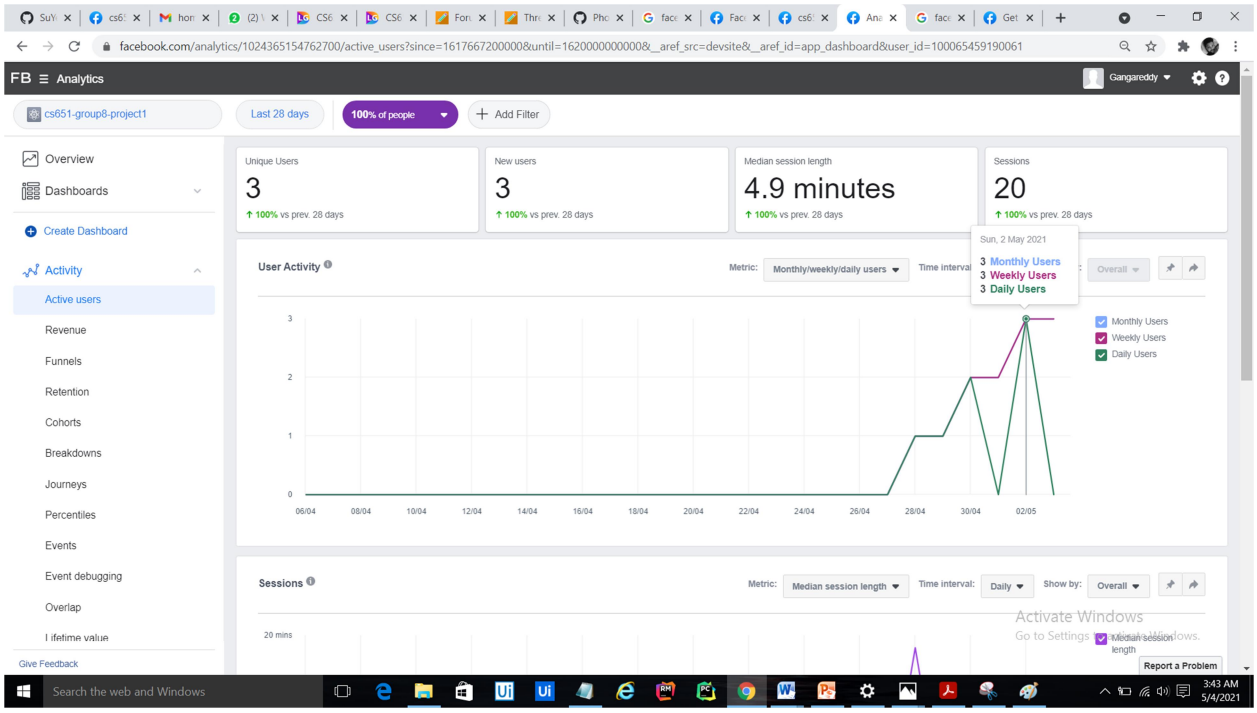
Avg events per user gives the number of activities performed by the user in a particular session.

This metric helps in knowing the users who fully uses the application functionality as the number of events increase then it states the application is used to full extent.

2.2.c: limitations of metric 2:

This metric shows the average events but not specific to the exact number of events performed by the user.

Metric 3- Metric : Monthly/weekly/Daily Users: 2.3.a: metric 3- provide a graphs/plots/visualizations:



2.3.b: Interpret the metric 3's trends:

These metric provides the number of users who login into the application on daily/weekly and monthly basis.
This metric helps in estimating the number of users who visit the app, so that the app can be boosted until it reaches the target audience.

2.3.c: limitations of metric 3:

Sometimes the metric provides tally which is redundant and not so accurate.
This metric fails to identify the genuine user and increments the counts of users for any visit made.

3: Compare Google Analytics with Facebook Analytics

Facebook Analytics allows you to understand and optimize your complete customer journey across mobile, web, bots, offline, and more. Facebook Analytics is available in a number of Facebook products or you can implement it into your mobile app or website.

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

We found that both facebook and google analytics provide the statistical data in well defined manner. They helped displaying various demographics of our application.